Frank
and
Eleanor
Perry,
makers
of
"David and Lisa,"
have
produced
a
new
motion
picture...

...a
picture
dedicated
to
life

LADYBUG LADYBUG

Produced and Directed by FRANK PERRY Screenplay by ELEANOR PERRY Released thru UNITED ARTISTS
Music Composed and Conducted by ROBERT COBERT Based on a story by LOIS DICKERT From an actual incident Associate Producer STEPHEN F. KESTEN

THEATRE

4 Cols. x 175 Lines—700 Lines (50 Inches) Mat 401

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4 Cols. x 125 Lines—500 Lines (36 Inches) Mat 402

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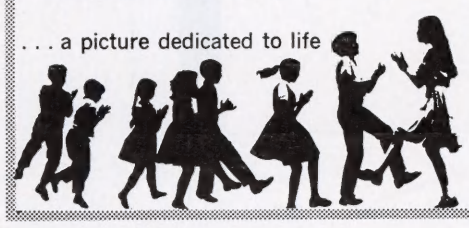

THEATRE

2 Cols. x 25 Lines—50 Lines (4 Inches) Mat 201

LADYBUG
LADYBUG
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THEATRE

1 Col. x 14 Lines (1 Inch)

. . . a picture dedicated to life
LADYBUG
LADYBUG
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THEATRE

1 Col. x 30 Lines (2 Inches)

Both on Mat 101

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2 Cols. x 150 Lines—300 Lines (21 Inches) **Mat 202**

Order Ad Mats From

National Screen

...a picture dedicated to life

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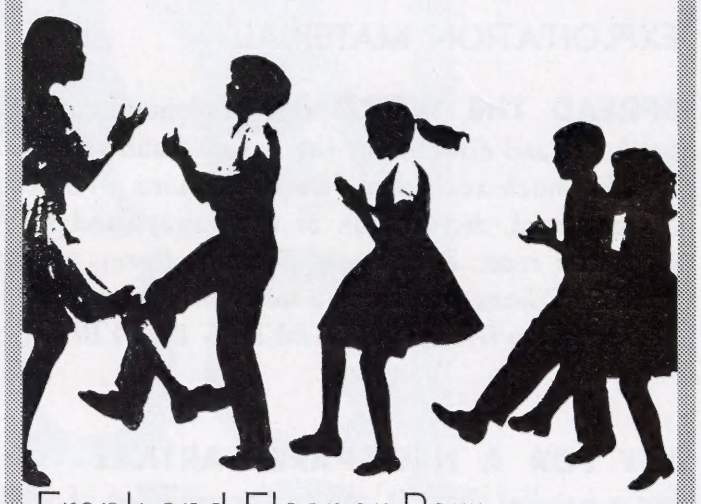
THEATRE

2 Cols. x 50 Lines—100 Lines (7 Inches) **Mat 205**



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2 Cols. x 150 Lines—300 Lines (21 Inches) **Mat 203**

SPECIAL MAT NO. 1

A special mat which is available from National Screen at a special low price, consists of the following:

ADS: 101, 102, 201, 205
SCENES: 1A, 2A

"POWERFUL!"
"POWERFUL!"

"DEVASTATING! STUNNING! DELIVERS MORE THAN MANY AMERICAN PICTURES. AN ENDING AS POWERFUL AND DEVASTATING AS ANY YOU'VE SEEN. THE DIRECTOR IS A FORCE AND SO IS HIS PICTURE." —*New York Post*

"FASCINATING!"
"FASCINATING!"

"PENETRATING! THE PERRYS AGAIN REVEAL THEIR MAGIC!" —*New York World Telegram & Sun*

"STARTLING!"
"STARTLING!"

—*Los Angeles Citizen-News*

"A SHOCKER!"
"A SHOCKER!"

—*New York Journal American*

"THE SAME SHARP STYLE OF THEIR PREVIOUS FILM (DAVID AND LISA) — A STYLE SO CANDID AND NATURAL THAT IT IMPARTS AN ILLUSION OF PHOTOGRAPHED REALITY!" —*New York Times*

LADYBUG LADYBUG

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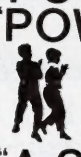
T H E A T R E

2 Cols. x 195 Lines—390 Lines (28 Inches) Mat 206

"POWERFUL!"
"POWERFUL!"

—*New York Post*



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"FASCINATING!"

—*New York Journal American*

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T H E A T R E

1 Col. x 82 Lines (6 Inches)
Mat 102

"POWERFUL!"
"POWERFUL!"

—*New York Post*

"FASCINATING!"
"FASCINATING!"

—*New York World Telegram & Sun*

"STARTLING!"
"STARTLING!"

—*Los Angeles Citizen-News*

"A SHOCKER!"
"A SHOCKER!"

—*New York Journal American*

"THE SAME SHARP STYLE OF THEIR PREVIOUS FILM (DAVID AND LISA) — A STYLE SO CANDID AND NATURAL THAT IT IMPARTS AN ILLUSION OF PHOTOGRAPHED REALITY!" —*New York Times*

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T H E A T R E

2 Cols. x 111 Lines—222 Lines (16 Inches) Mat 207

4 Cols. x 100 Lines—400 Lines (29 Inches) Mat 403

Official Billing

Francis Productions 25%

presents

LADYBUG LADYBUG 100%

Produced and Directed by
Frank Perry 40%

Screenplay by
Eleanor Perry 40%

Based on a story by Lois Dickert
From an actual incident

Associate Producer
Stephen F. Kesten 25%

Music Composed and Conducted by
Robert Cobert 25%

Released thru United Artists 40%

The Story

(Not for Publication)

With lightning abruptness and wholly without warning, the alert signal that an atomic attack is imminent sounds in the office of the principal of a rural elementary school somewhere in America. The principal had been instructed that he is to send the children home as soon as he gets such a signal. He is not to ask questions.

However, he attempts to check by telephone but can reach no one in authority.

His duty is clear. He must send the children home, in groups attended by teachers. And he must send them all the way home—not into the yard or up the road a way as was the case during the practice alerts.

The groups start out. Our camera goes with them. It watches the growing concern of the teachers, who do not know whether this is the real thing or merely another drill. It sees this concern grow into fear and reach down to the older children and, from them, to the youngest. It sees blind fear and terror take over. It follows some of the children into their homes. It pursues others along the dusty roads to—who knows where?

By the time the principal has discovered that the alert was due to a faulty mechanism, it is too late to recall all the children. Our camera now takes up with one fleeing group. It studies the personal reactions, the fears, the private terrors of each of its members. It finally focuses upon and follows one boy, whose terror has carried him to the city dump in his blind search for a hiding place from the death which is soon to rain down from the heavens.

He hears a distant plane. He doesn't know it is a commercial plane going about its normal and peaceful business. He believes it is the enemy, carrying the deadly load which will soon destroy the world.

"Stop! Stop! Stop!" he screams at the oncoming plane high above him.

"Stop! Stop! Stop!" he screams into the camera and, through it, to you, his elders in the audience.

(Running Time: 81 Minutes)

The Cast

THE ADULTS:

Mrs. Maxton, the Dietician ..... Jane Connell
Mr. Calkins, the Principal .... William Daniels
Truck Driver ..... James Frawley
JoAnn's Father ..... Richard Hamilton
Mrs. Forbes, the Secretary ..... Kathryn Hays
Mrs. Hayworth, the Art Teacher
Jane Hoffman
Don and Trudy's Mother ..... Elena Karam
Luke's Grandmother ..... Judith Lowry
Mrs. Andrews, the Sixth Grade Teacher
Nancy Marchand
JoAnn's Mother ..... Estelle Parsons

THE CHILDREN:

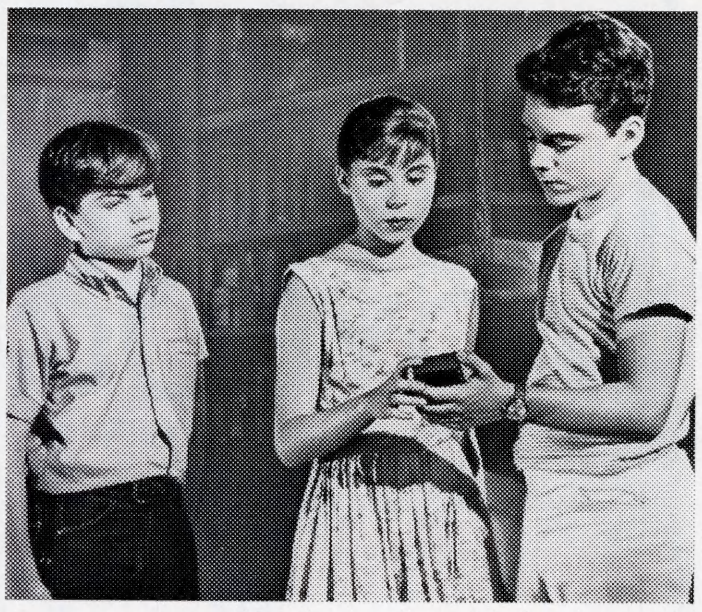
Gary ..... Doug Chapin
Joel ..... Miles Chapin
Peter ..... Bozo Dell
Jill ..... Dianne Higgins
Luke ..... Alan Howard
Steve ..... Christopher Howard
Don ..... David Komoroff
Brian ..... Donnie Melvin
Trudy ..... Susan Melvin
JoAnn ..... Linda Meyer
Harriet ..... Alice Playten
Sarah ..... Marilyn Rogers
Pattie ..... Jennifer Stone

•

Production Staff

Produced and Directed by ..... Frank Perry
Screenplay ..... Eleanor Perry
based on a story by Lois Dickert, from an actual incident
Associate Producer ..... Stephen F. Kesten
Music Composed and Conducted by
Robert Cobert
Director of Photography Leonard Hirschfield
Film Editor ..... Armond Lebowitz
Sound ..... Stanley Kasper

A Francis Productions Presentation
Released through United Artists



Still LL-24 *Mat 2A*

Doug Chapin, Alice Playten and Chris Howard examine a box of food after they have found safety in an air raid shelter during an alert. Scene is from "Ladybug Ladybug," written, produced and directed by Frank and Eleanor Perry, the husband and wife team responsible for "David and Lisa." The United Artists release will open ..... at the ..... Theatre.

Makers of 'David and Lisa' Repeat With 'Ladybug Ladybug'

(General Advance)

Regarded by many as a triumph of the same stature as their internationally-acclaimed "David and Lisa," the second motion picture offering of the brilliant husband-wife team of Frank and Eleanor Perry, "Ladybug Ladybug," arrives ..... at the ..... Theatre.

As with "David and Lisa," the new offering, a Francis Production released through United Artists, was produced and directed by Mr. Perry from a screenplay by his wife. Stephen F. Kesten was associate producer and the music was composed and conducted by Robert Cobert.

And, like its famous predecessor, "Ladybug Ladybug" is described as a tense, incisive and understanding story of children—based on a story by Lois Dickert, from an actual incident, telling what happened in a rural school when an alert signalling an imminent atomic attack went off accidentally.

While the adults roles in "Ladybug Ladybug" are played by professional actors, mostly recruited from the Broadway stage, the cast of upwards of a hundred youngsters who appear in the film are mainly non-pros, recruited from the classes of the rural school in Gradyville, Pa., which was "location" for the picture. They are all around 10 years old.

Film Depicts Effect of False Atomic Alert

An intensely dramatic and poignant glimpse into the hearts of a group of school children as they react to what turns out to be a false alert of an impending atomic attack, opens ..... at the ..... Theatre in Francis Productions' "Ladybug Ladybug," a United Artists release.

Written by Eleanor Perry from a report on an actual incident by Lois Dickert, and directed by Mrs. Perry's husband Frank, this is the same team which wrote, produced and directed the enormously successful "David and Lisa" two seasons ago. "Ladybug Ladybug" is their second screen venture.

The picture was made in its entirety in an elementary school at Gradyville, Pennsylvania, with most of the school body performing.

Actual School Used For 'Ladybug' Set

The entire student body of the elementary school in Gradyville, Pennsylvania, led by a handful of professional actors, comprise the cast of Francis Productions' "Ladybug Ladybug," United Artists release opening ..... at the ..... Theatre.

This is because the school most nearly resembled a real school where an accidental atomic bomb alert caused consternation for several hours. The "reel" school was selected by Producer-Director Frank Perry and his wife Eleanor, who wrote the screenplay based on the real event. This is the same team which produced, directed and wrote the highly successful "David and Lisa" of two seasons ago.

The theme, the effect upon the lives of all concerned when the false alert is still believed to be genuine, is from the actual incident reported by writer Lois Dickert.

'Ladybug Ladybug' Drama of Accidental Air-Raid Alert

(Production Feature)

A short while ago the newspapers carried a dramatic account of what happened in a remote school somewhere in rural America when an alert signalling an imminent atomic attack sounded in the principal's office.

The "alert" was finally traced to a faulty mechanism and an article about the incident appeared in a national magazine.

For a long time Mrs. Eleanor Perry pondered this accidental alert. Its dramatic possibilities fascinated her. Having had long experience with children, she saw an excellent opportunity for a story which would search the workings of the young mind in a moment of enormous stress. And Mrs. Perry is an expert on the workings of the young mind as she proved in her screenplay for the poignant, searching and tender "David and Lisa," last season's internationally-acclaimed success. Among other things, it won an Academy Award nomination for her.

Finally, out of Mrs. Perry's ponderings has come "Ladybug Ladybug," a Francis Production for United Artists release, which opens ..... at the ..... Theatre. The title is based on the well-known children's incantation recited to captured ladybugs in which the bugs are advised to "fly away home" because their "houses are on fire."

As in the case of "David and Lisa," production and direction of "Ladybug Ladybug" is by Mrs. Perry's husband Frank, who also produced the film.

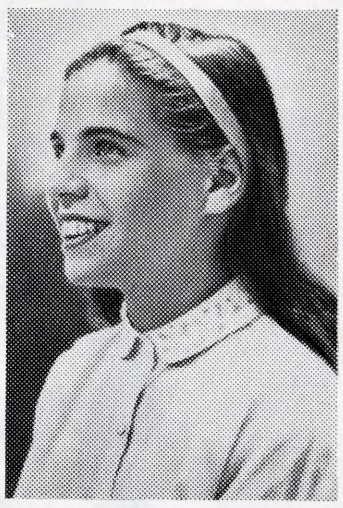
'Ladybug' To Open

The second screen venture of the sensational husband-wife team who made the enormously successful movie "David and Lisa" two seasons ago, arrives ..... at the ..... Theatre, when Francis Productions' "Ladybug Ladybug." a United Artists release, commences its local engagement.

The team consists of Eleanor and Frank Perry, she a successful playwright and author, and he closely identified with Broadway stage productions.

Like "David and Lisa," the new "Ladybug Ladybug" is a poignant, touching and understanding glimpse into the hearts of children. This time the hearts are those of a number of school children—and their teachers and parents—which are glimpsed as they react to what turns out to be a false alert signalling an imminent atomic attack.

As in "David and Lisa," Mrs. Perry wrote the screenplay, from an article of a true occurence by Lois Dickert, and Mr. Perry directed and produced.



Still LL-37 *Mat 1A*

Marilyn Rogers as she appears in "Ladybug Ladybug," a United Artists release opening ..... at the ..... Theatre. Frank and Eleanor Perry of "David and Lisa" fame, wrote, produced and directed this film.

EXPLOITATION MATERIAL

SPREAD THE WORD that "Ladybug Ladybug" was written, produced and directed by the husband and wife team who turned out the much acclaimed "David and Lisa." You can do this with a lobby card, distribution of throwaways and through mailings. Copy can read: *Frank and Eleanor Perry, makers of 'David and Lisa,' have produced a new motion picture . . . . a picture dedicated to life . . . . 'LADYBUG LADYBUG'!*

•

TRY FOR A NEWSPAPER ARTICLE (without getting heavy-handed about it) on the possibilities of an accidental air-raid alert. Attempt to incorporate the views of many different persons: local CD head, teachers, housewives, air raid wardens. It might also serve as the subject for a panel discussion on radio or TV show.

•

COOPERATE WITH SAFETY COUNCIL: It is against the law in many communities to dispose of old ice boxes or refrigerators without first removing the doors so that children could not accidentally lock themselves in. There is such a situation in "Ladybug Ladybug" and this can be used by the local safety counsel to remind the public about this danger, perhaps via a "public service" spiel on the radio. The announcer merely says he was "reminded" of it by an incident in this compelling motion picture.

•

INQUIRING REPORTER on radio or in newspaper asks parents: *"What would your reaction be, if, as in the film, 'Ladybug Ladybug,' your child should show up at home in the middle of the day, and told you he had been released from school because of an actual air-raid alert?"* If run as newspaper feature, post answers and pictures in lobby.

ACCESSORIES

1-SHEET

ALSO AVAILABLE:

Set of Eight

11 x 14

Lobby Cards

•

14 x 36

Insert Card

22 x 28 LOBBY CARD

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